



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code: BB02001011

Course / Subject Name : Business Economics

w. e. f. Academic Year:	2024-25
Semester:	2
Category of the Course:	Multidisciplinary Course

**Prerequisite:** UG Course

<b>Rationale:</b>	Studying Business Economics provides essential insights into how economic principles impact business decisions and strategies. It equips students with the key skills to understand market dynamics, resource allocation, and economic policies, aiding in strategic planning and problem-solving. Additionally, it helps students grasp the macro-economic environment, fostering a holistic understanding of how businesses operate within the economy.
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## Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
CO1	Remember the basic principles of micro economics	Remember
CO 2	Understand the concepts of marginal utility, demand, supply and elasticity	Understand
CO3	Understand various concepts of macroeconomics in Indian context	Understand
CO4	Apply different types of Market conditions to various Industries in India	Apply

*\*Revised Bloom's Taxonomy (RBT)*

## Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
3	1	0	4	70	30	50	0	150

## Course Content:

Unit No.	Content	No. of Hours	% of Weightage
	<b>OVERVIEW OF ECONOMICS:</b> Meaning, Definition, Nature and Scope, Need to Study Economics, understanding of Micro and Macroeconomics Usefulness in Managerial		



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1.	Decision Making, Ten principles of economics, Developing thinking like an economist. <b>PRINCIPLES OF ECONOMICS:</b> Opportunity Cost Principle, Marginal Principle, Incremental Principle, The Equi-Marginal Principle, Time Perspective Principle, Diminishing Returns Principle	10	20%
2.	<b>ANALYSIS OF INDIVIDUAL DEMAND:</b> Meaning of Demand, Utility, Total Utility, Marginal Utility, The Law of Diminishing Marginal Utility, Cardinal Utility, Ordinal Utility, Law of Demand, Demand Schedule, Demand Curve, Factors behind the Law of Demand, Exceptions  <b>DEMAND ELASTICITIES:</b> Elasticity of Demand, Price Elasticity of Demand, Determinants of Price Elasticity of Demand, Cross-Elasticity of Demand, Income-Elasticity of Demand	10	20 %
3.	<b>SUPPLY:</b> Law of Supply, Supply Curve, Market Supply, Factors affecting Market Supply  <b>TYPES OF MARKETS AND COMPETITIONS:</b> Monopoly, Monopolistic, Oligopoly, Perfect Competition  <b>ANALYSIS OF MARKET DEMAND:</b> Meaning of Market Demand, Types of Demand, Determinants of Market Demand, Demand function and Equilibrium	13	30%
4.	<b>MACROECONOMICS:</b> <b>MEASURING A NATION'S INCOME</b> The Economy's Income and Expenditure, The Measurement of GDP, The Components of GDP, Real versus Nominal GDP, The GDP Deflator  <b>MONETARY SYSTEM</b> The Meaning, Functions and Kinds of Money, Role of The Reserve Bank of India (RBI), Tools of Monetary Control  <b>FISCAL POLICY AND INFLATION:</b> Meaning of Fiscal Policy, Tools of Fiscal Policy, Meaning and Types of Inflation, Causes and Consequences of Inflation	12	30 %



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5	<b>Practical:</b> All the students should be given the assignment to read Business news papers and find out the relevant news which affects the Indian economy. Students should apply the fundamentals to assess the Market Structure of Various Products / Services and may assign to prepare the presentation on different types of competition for different products/service of various industries in India. Students may be given the assignment to apply elasticity of demand on different products considering its price fluctuation during different years. Students are suggested to understand and analyze various elements of National and State Budget	15	NIL
<b>Total</b>		<b>60</b>	<b>100</b>

## Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
20	50	30	0	0	0

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

## References/Suggested Learning Resources:

Sr. No.	Title of Book	Name of Author	Publication House, Edition, ISBN No.
1	Economics- Principles and Applications	N Gregory Mankiw	Cengage Learning
2	Managerial Economics- Principles and World Wide Application	Dominick Salvatore	Oxford Publication
3	Managerial Economics –Concepts and Applications	Christopher R. Thomes & S. Charles Maurice	McGraw Hill
4	Managerial Economics	Craig Petersen and W.Cris Lewis	Pearson Publication House
5	Managerial Economics- Theory and Application	D M Mithani	Himalaya Publishing House
6	Economics	Samuelson and Nordhaus	McGraw Hill
7	Managerial Economics	Atmanand	Excel Books
8	Managerial Economics- Concepts & Cases	Mote, Paul and Gupta	McGraw Hill



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## (b) Open source software and website:

1. <https://inomics.com/advice/the-top-economics-blogs-50151>
2. <https://guides.library.yale.edu/economics/blogs>
3. <https://oxfordaccounting.in/blog-basics-of-economics.php>
4. <https://collinsdwright.medium.com/top-40economics-blogs-of-2021-67d0f82cf47b>
5. <https://www.imf.org/en/Blogs>

## Suggested Project/Practical Activity for PA: (50 Marks)

All the students should be given the assignment to read Business newspapers and find out the relevant news which affects the Indian economy. Students should apply the fundamentals to assess the Market Structure of Various Products / Services and may assign to prepare the presentation on different types of competition for different products/service of various industries in India. Students may be given the assignment to apply elasticity of demand on different products considering its price fluctuation during different years. Students are suggested to understand and analyze various elements of National and State Budget.

## CO- PO Mapping:

Semester 2	Business Economics: Business Economics				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	2	2	3	2	-
CO2	3	3	3	-	-
CO3	2	3	-	3	2
CO4	3	2	2	2	1
CO5	2	3	-	2	-

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

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# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code: BB02001021

Course / Subject Name : Cost Accounting

w. e. f. Academic Year:	2024-25
Semester:	2
Category of the Course:	Core Course

<b>Prerequisite:</b>	UG Course
<b>Rationale:</b>	Costing is a Key component of business so every students of Business Administration should know this. All students have to take an introductory cost accounting course to develop the managerial perspective of cost accounting terminology, rules, methodology and preparation as well as analysis of cost sheet of various organizations.

## Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
CO1	Remember fundamental Principles of Costing and Cost Accounting	Remember
CO2	Understand various components of Costing i.e. Material, Labor and Overheads	Understand
CO3	Apply Cost Accounting techniques to take effective cost & pricing decision	Apply
CO4	Analyze process costing and operating costing techniques	Analyze

*\*Revised Bloom's Taxonomy (RBT)*

## Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA / CA (I)	ESE (V)	
3	1	0	4	70	30	50	0	150

ESE (E) = End Semester Theory Exam; PA=Progressive Assessment; CA=Continuous Assessment; ESE (V) = End Semester Practical Exam



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code: BB02001021

Course / Subject Name : Cost Accounting

## Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	<b>NATURE AND SCOPE OF COST ACCOUNTING:</b> Meaning, importance & limitations of Costing and cost accounting, distinction between Cost and Financial accounting, Costing system-Objectives and Functions, characteristics of an ideal costing system, Cost Centre, Cost Unit.  <b>COST CONCEPTS:</b> Meaning of Cost, Concepts, Cost Classification, Methods & Techniques of Costing, Cost Accounting Standard	10	20%
2.	<b>MATERIAL COST:</b> Materials Purchase and Control, Techniques of Inventory Control, Stock Levels, Inventory Turnover, Purchase Procedure, Classification and Codification of Materials, Inventory Valuation Methods i.e. Average cost , ABC analysis  <b>LABOUR COST:</b> Meaning of Personnel Department, Labour Turnover, Time Keeping Department, Payroll Department, Idle Time, Over Time, Methods of Labour Remuneration (System of Wage Payment)  <b>OVERHEAD COST:</b> Meaning and Definition of Overhead Cost, Classification of Overhead Cost, Allocation and Apportionment of Overheads, Re-Apportionment of Service Department Costs, Under Absorption and Over-Absorption of overheads	15	30%
3.	<b>UNIT COSTING &amp; JOB COSTING</b> Objectives, Introduction, Meaning and Applicability Preparation of Statement of Cost/Cost Sheet, Estimated Cost Sheet  <b>PROCESS COSTING &amp; BY PRODUCTS:</b> Definition, Normal Loss, Abnormal Loss Abnormal Gain, wastage and gain, Problems and solutions up to three processes (Excluding Equivalent Production)	10	30%



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Course / Subject Name : Cost Accounting

4.	<b>CONTRACT COSTING:</b> Definition, Features (special points) , Objectives, problems and solutions  <b>OPERATING COSTING:</b> Definition, Features, Objectives, problems and solutions (Transport, Hotel & Hospital)	10	20%
5.	<b>Practical:</b> Students must select any industry and choose a company of their choice to understand the Production/service delivery process. The students are also advised to select an organization to understand costing and pricing of the products/services offered by the company. The course coordinator has to conduct Quiz, Assignments, Company Visit, etc. for practical exposure of costing to the students.	15	NIL
<b>Total</b>		<b>60</b>	<b>100</b>

## Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
30	30	20	20	0	0

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

## References/Suggested Learning Resources:

### (a) Books:

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	A Textbook on Cost & Management Accounting	M.N Arora	Vikas Publication (Latest Edition)
2	Cost and Management Accounting	Ravi M. Kishore	Taxmann Publication Pvt.,Ltd (Latest Edition)
3	Cost Accounting	Tulsian P.C	S Chand (Latest Edition)
4	Cost Accounting	Charles T Horngren, S M Datar and Others	Pearson Publication House (Latest Edition)
5	Cost Management: Strategies for Business	Hilton and Maher	McGraw Hill (Latest Edition)
6	Accounting for Management	S. Ramanathan	Oxford University Press (Latest Edition)



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Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code: BB02001021

Course / Subject Name : Cost Accounting

## Suggested Project/Practical Activity for PA: (50 Marks)

Students must select any industry and choose a company of their choice to understand the Production/service delivery process. The students are also advised to select an organization to understand costing and pricing of the products/services offered by the company. The course coordinator has to conduct Quiz, Assignments, Company Visit, etc. for practical exposure of costing to the students.

## CO- PO Mapping:

Semester 2	Cost Accounting				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	1	-	1	2
CO2	2	2	-	-	1
CO3	2	2	1	-	1
CO4	1	1	1	1	-

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

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# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code: BB02001031

Course / Subject Name : Human Behaviour in Organisations

w. e. f. Academic Year:	2024-25
Semester:	2
Category of the Course:	Core Course

<b>Prerequisite:</b>	UG Course
<b>Rationale:</b>	<p>An understanding of how human behavior functions within an organization is central to establishing a business's goals and nurturing a workforce that can work effectively as a team to reach them. This helps create the cohesion and shared values that form the culture of an organization.</p> <p>By studying this course the students shall learn to empathize with what makes people behave the way they do. It will further help them understand their own behaviors, attitudes, ethical views and performance</p>

## Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
CO1	Understand the process of Human Behaviour and the factors influencing human behavior	U
CO2	Understand the factors that form individual's values and attitudes and how these in turn influence human behaviour	A
CO3	Learn various theories of Motivation and understand how motivation plays a strong role in influencing human behavior at work	A
CO4	Learn various kinds of stresses that one can go through, the stressors thereof and how it can be managed for better human behavior and job satisfaction	N
CO5	Introspect at personal level how all aspects dealt with in the syllabus, have influenced one's own behavior and what one needs to do and learn so as to improve one's own behavior and also better understand other's behavior at work	E

*\*Revised Bloom's Taxonomy (RBT)*

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

## Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks		Total Marks
L	T	PR	C	Theory	Tutorial / Practical	



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code: BB02001031

Course / Subject Name : Human Behaviour in Organisations

				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
3	1	0	4	70	30	50	0	150

## Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	<b>Human Behaviour :</b> <ul style="list-style-type: none"><li>Definition and Meaning of Human Behaviour at workplace</li><li>Human Behaviour Process</li><li>Foundations of Individual Behaviour<ul style="list-style-type: none"><li>Biographical Characteristics : Age, gender, experience, family structure, etc</li><li>Abilities : Intellectual, Physical and Ability-Job Fit</li><li>Personalities within a person : Determinants of Personality,</li><li>Personality Traits</li><li>Learning and shaping behaviours</li><li>Ego States of a person : Parent, Adult and Child ,</li><li>Life Positions</li><li>Perception : Factors influencing</li></ul></li></ul>	12	25%
2.	<b>Values , Attitudes and Job Satisfaction :</b> <ul style="list-style-type: none"><li>Values : Definition, Meaning, Sources and Types and how they influence behavior</li><li>Attitudes : Sources, Types and their influence on Behaviours</li></ul> Job Satisfaction : Meaning, Job elements and satisfaction, job satisfaction and human behavior	12	25%
3.	<b>Motivation and Human Behaviour at Work :</b> <ul style="list-style-type: none"><li>Motivation – it's meaning, nature, features and types</li><li>Theory X and Theory Y</li><li>Maslow's Theory of Hierarchy of Needs</li><li>Herzberg's Two-Factor Theory</li><li>Elderfer's ERG Theory</li><li>McClelland's Theory of Needs</li></ul>	11	25%
	<b>Work Stress and Coping Strategies :</b> <ul style="list-style-type: none"><li>Definition, Meaning and Types</li><li>Consequences of Stress – Physiological, Psychological and Behavioural Symptoms</li></ul>		



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Course / Subject Code: BB02001031

Course / Subject Name : Human Behaviour in Organisations

4.	<ul style="list-style-type: none"><li>Potential Sources of Stress – Environmental and Organisational</li><li>Stress Management – Importance and Strategies of Managing Stresses</li><li>Implication on Satisfaction, Behavior, and Performance</li></ul>	10	25%
5	<p><b>Practical:</b> Students should Observe themselves as well as employees of any organization and analyse why they are such. what they are, how their behaviours have changed over time, and what could be the factors leading to the change. Reflect and reproduce few incidences in your life on the following aspects:</p> <ul style="list-style-type: none"><li>i) The new personality traits that you added to yourself and how it impacted your behavior</li><li>ii) How a certain set of perceptions led you to behave the way you did and your realization on the same</li><li>iii) What new learning and how did it change your behavior at home and with your friends</li><li>iv) Describe your values and attitude that led you to behave the way you did while working on some team assignment</li><li>v) What are your current motivational needs? When, why and how will they change and how will they in turn affect your behavior</li></ul>	15	NIL
TOTAL		60	100%

## Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
0	20	40	20	20	0

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

## References/Suggested Learning Resources:

### Suggested Learning Resources:

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Organisational Behaviour	Stephen Robbins	PHI
2	Organisational Behaviour – Text, Cases and Games	P Subba Rao	Himalaya Publishing House
3	Organisational Behaviour	B Hiriyappa	New Age International Publishers



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Level: UG

Course / Subject Code: BB02001031

Course / Subject Name : Human Behaviour in Organisations

## Software/Learning Websites

Published Paper:

Md. Mostafizur Rahman, Why do people behave the way they do: Factors Affecting Human Behaviour, International Journal of Research Publication and Reviews, Volume 3, no. 6, ISSN: 2582-7421, pg nos. 1154-1160, June 2022

## Suggested Project/Practical Activity for PA: (50 Marks)

Students should observe themselves as well as employees of any organization and analyse why they are such. What they are, how their behaviours have changed over time, and what could be the factors leading to the change. Reflect and reproduce few incidences in your life on the following aspects:

- The new personality traits that you added to yourself and how it impacted your behavior
- How a certain set of perceptions led you to behave the way you did and your realization on the same
- What new learning and how did it change your behavior at home and with your friends
- Describe your values and attitude that led you to behave the way you did while working on some team assignment
- What are your current motivational needs? When, why and how will they change and how will they in turn affect your behavior

## CO- PO Mapping:

Semester 2	Human Behaviour in Organizations				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	1	1	1	-
CO2	2	3	2	2	-
CO3	2	3	1	1	-
CO4	2	3	1	1	-
CO5	2	3	2	1	-

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

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# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code: BB02001041

Course / Subject Name : Business Communication

w. e. f. Academic Year:	2024-25
Semester:	2
Category of the Course:	Core Course

<b>Prerequisite:</b>	UG Course
<b>Rationale:</b>	Effective business communication is vital for organizational growth and success. Further, it also helps to create a positive work environment that fosters a culture of good teamwork at the intra-departmental and inter-departmental level. Effective business communication with all stakeholders beyond the organization brings goodwill and a better brand image to the organization and fosters long term relations. By learning the art and skill of business communication, the Business Administration students who are meant to anchor overall business for productivity and growth, will be able to demonstrate to all individuals, the importance of qualitative communication that also enhances one's own self confidence and self-worth.

## Course Outcome:

After Completion of the Course, Student will able to:

No.	Course Outcomes	RBT Level
CO1	Remember the basic principles and format of various types of business communication	Remember
CO2	Understand managerial communication techniques for the different audience	Understand
CO3	Understand the strategies for improving organizational communication and business correspondence	Understand
CO4	Apply interview and meeting etiquettes to enhance business communication	Apply

*\*Revised Bloom's Taxonomy (RBT)*

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

## Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	P	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
3	1	0	4	70	30	50	0	150



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Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code: BB02001041

Course / Subject Name : Business Communication

## Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	<b>Nature and scope of communication :</b> <ul style="list-style-type: none"><li>• Definition and importance</li><li>• Functions</li><li>• Process</li><li>• Types : Verbal and non-verbal, Formal and informal</li><li>• Communication Networks</li><li>• Communication as an enabler to Managerial roles</li><li>• Barriers to Communication</li></ul>	10	20 %
2.	<b>Effective Managerial Communication :</b> <ul style="list-style-type: none"><li>• Appropriate Communication Styles</li><li>• Audience centered approach</li><li>• Understanding Inter-cultural Communication</li><li>• Commitment to ethical communication</li><li>• Flow of communication for effectiveness</li><li>• Proficiency in Communication Technology</li></ul> <b>Strategies for improving organizational communication :</b> <ul style="list-style-type: none"><li>• Encourage open feedback</li><li>• Use simple language</li><li>• Avoid overload</li><li>• Walk the talk</li><li>• Be a good listener</li></ul>	14	30 %
3.	<b>Business Correspondence :</b> <ul style="list-style-type: none"><li>• Basic Principles</li><li>• Types of Business Letters</li><li>• Common components of Business letters</li><li>• Strategies of writing the body of the letter</li><li>• Writing Circulars, Memos, Notices etc.</li></ul>	10	25 %
4.	<b>Interviews, Meetings and Group Discussions :</b> Interviews : <ul style="list-style-type: none"><li>• General preparation for an Interview</li><li>• Getting prepared for various types of interview questions</li><li>• Important non-verbal aspects</li></ul>	11	25 %



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code: BB02001041

Course / Subject Name : Business Communication

	<ul style="list-style-type: none"><li>Building and updating one's resume</li></ul> <p>Meetings:</p> <ul style="list-style-type: none"><li>Etiquettes of attending meeting and contributing to the agenda</li></ul> <p>Writing Minutes of Meeting</p>		
5	<b>Practical:</b> Students should be given the activity to write different letters, each for a different business purpose and analyse them in terms of how they are different from each other, what are their similarities, why do you think that they have been well written and what are the improvements required to be made. Faculty member should organize Group Discussions for the students and observe the improvements over a period of time. Students should be shown videos of Business Meetings and ask them to make notes on Quality of content of points discussed, how well each member played his / her role and what was your take on the effectiveness of the meeting. Role plays should be taken for Mock interview, business meeting, formal and informal meetings, etc.	15	NIL
	<b>TOTAL</b>	<b>60</b>	<b>100%</b>

## Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
20	50	30	0	0	0

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

## References/Suggested Learning Resources:

### (a) Books:

#### Suggested Learning Resources:

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Business Communication	Meenakshi Raman, Prakash Singh	Oxford University Press Eight impression, 2016 ISBN-13:978-0-19-807705-3 ISBN-10: 0-19-807705-X
2	Business Communication – Concepts, Cases and Applications	P D Chaturvedi, Mukesh Chaturvedi	Pearson Education First Impression, 2006 ISBN:81-317-0172-7



# GUJARAT TECHNOLOGICAL UNIVERSITY

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Level: UG

Course / Subject Code: BB02001041

Course / Subject Name : Business Communication

## (b) Software/Learning Websites

“How to structure your Business Communication to Motivate Action” by IIM Bangalore

Link: [https://www.youtube.com/watch?v=35cDM\\_rp9fc](https://www.youtube.com/watch?v=35cDM_rp9fc)

## Suggested Project/Practical Activity for PA: (50 Marks)

Students should be given the activity to write different letters, each for a different business purpose and analyse them in terms of how they are different from each other, what are their similarities, why do you think that they have been well written and what are the improvements required to be made. Faculty member should organize Group Discussions for the students and observe the improvements over a period of time. Students should be shown videos of Business Meetings and ask them to make notes on Quality of content of points discussed, how well each member played his / her role and what was your take on the effectiveness of the meeting. Role plays should be taken for Mock interview, business meeting, formal and informal meetings, etc.

## CO- PO Mapping:

Semester-2	Business Communication				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	1	3	-	-	2
CO2	2	1	-	-	2
CO3	1	2	-	-	2
CO4	1	1	-	1	2

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.





# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code: BB02001051

Subject Name : Fundamentals of Information Technology & Computing Skills

w. e. f. Academic Year:	2024-25
Semester:	2
Category of the Course:	Skill Enhancement courses

<b>Prerequisite:</b>	UG Course
<b>Rationale:</b>	The main objective of this course is to inculcate fundamentals of information technology to undergraduate students in a simple understandable language. The focus of the subject is on imparting skills relating to basics of computer systems, networking & various IT applications. This subject will help the students to make effective use of various technology tools for better presentation of business data.

## Course Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
0	0	4	2	0	0	50	50	100

## Course Outcomes:

At the end of this course, students should be able to:

Sr. No.	Course Outcomes	RBT Level
CO1	Remember various fundamental aspects of Information Technology.	R
CO2	Understand basic tools and applications of computing	U
CO3	Apply different packages i.e. Word Processor, Spreadsheet & Presentation for preparation and presentation of business data	A

**\*R: Remember, U: Understand, A: Apply, N: Analyze, E: Evaluate, C: Create**

**Note:** This specification table provides general guidelines to assist student for their learning and to teachers to teach and question paper designers/setters to formulate test items/questions to assess the attainment of the UOs. The actual distribution of marks at different taxonomy levels in the question paper may slightly vary from above table.



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code: BB02001051

Subject Name : Fundamentals of Information Technology & Computing Skills

## Course Content:

Unit No.	Contents	No. of Hours	Weightage (%)
1	<b>Introduction of Computers &amp; OS:</b> <b>Introduction of Computers:</b> Digital and analog computers, Evolution of digital computers, Major components of a digital computer, Hardware, Software, Firmware, Middleware and freeware, Computer applications, Input devices, Output devices, Main memory, Secondary memory and backup memory.  <b>Concept of Networking:</b> Network Concepts, Types of Networks, Communication Media, Modes of Transmission, Analog & Digital Transmission, Basics of Topology, Types of topology.	10	NIL
2	<b>Introduction of Word Processor &amp; Presentation Package:</b> <b>Word Processor Package:</b> File Menu; Opening, Saving, Closing the file, opening an existing document, Home Menu; selecting text, editing text, Finding and replacing text, printing documents, Creating and Printing Merged Documents, Character and Paragraph Formatting, Page Design Menu; Layout Menu; View Menu, Mail – Merge. Editing and Profiling Tools: Checking and correcting spellings. Insert Menu; Using Graphics, Tables, Charts, Document Templates and Wizards.  <b>Presentation Package:</b> Interface of the Presentation Package: Creating, Opening and Saving Presentations. Professional Look of the Presentation: Working in different Design & Views, Working with Slides. Formatting and Editing: Text, Image and Paragraph formatting, Checking Spelling and Correcting Typing Mistakes, Making Notes Pages and Handouts, Drawing and Working with Objects, Adding Clip Art and other pictures, Designing Slide Shows, Running and Controlling a Slide Show, Printing Presentations.	30	70%



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3	<b>Introduction of Spreadsheet Package:</b> Excel basics, Rearranging worksheets, Excel formatting tips and techniques, Excel's chart features, Working with graphics, Using worksheet as databases, Introduction to functions & formulas: Mathematical (Round, ceil, floor, fact, subtotal, sum, sum if), Logical (AND, OR, NOT, if), Statistical (Min, max, avg, count if), Text (Concatenate, Exact, find, left, right, len, lower, upper, trim), Lookup (Hlookup, Vlookup), Date and Time (Date, day, days360, hours, minute, now, second, time, today, year, datediff), Integrating word processor & spread sheets.	20	30%
<b>Total</b>		<b>60</b>	<b>100</b>

## Pedagogy:

- ICT enabled classroom teaching
- Interactive classroom discussion
- Hands on Practice
- Practical assignments

## Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
0	40	60	0	0	0

\*R: Remember, U: Understand, A: Apply, N: Analyze, E: Evaluate, C: Create

**Note:** This specification table provides general guidelines to assist student for their learning and to teachers to teach and question paper designers/setters to formulate test items/questions to assess the attainment of the UOs. The actual distribution of marks at different taxonomy levels in the question paper may slightly vary from above table.

## Suggested Learning Resources:

Sr. No.	Title of Book	Author	Edition & Publication
1	Fundamentals of Computer	E Balagurusamy	1 <sup>st</sup> edition, McGraw-Hill



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2	MS Office	S. S. Shrivastava	Laxmi Publications, ISBN: 978- 8131802906
3	Mastering MS Office	Bittu Kumar	V&S Publishers, Delhi, ISBN: 978- 9350578780
4	Microsoft Word, Excel, and PowerPoint: Just for Beginners	Dorothy House	Outskirts Press, ISBN: 978- 1478736752
5	Computer Fundamental MS Office	Anupam Jain, Navneet Mehra	Vitasta Publishing Pvt. Ltd, ISBN: 978- 9380828015

List of Journals/Periodicals/Magazines/Newspapers/Web resources, etc.

- Electronics For You
- Open Source For You
- The IUP Journal of Telecommunications
- PC Quest

**Practical assignment:** As this subject is practical, it suggested that Faculty member should conduct computer lab-based classes. So, students can work on various functions of Word, Spreadsheet & Presentation packages & try to motivate them to use as many tools as possible.

## MOOC:

- Prof. (Dr.) Subodh Kesharwani, “Computer Application in Business”, Indira Gandhi National Open University, MOOC, NPTEL: [https://onlinecourses.swayam2.ac.in/nou24\\_cm16/preview](https://onlinecourses.swayam2.ac.in/nou24_cm16/preview)
- Prof. Sanjay Tanwani, “Computer Fundamentals”, Devi Ahilya Viswavidyalaya, Indore, MOOC, NPTEL: [https://onlinecourses.swayam2.ac.in/cec24\\_cs10/preview](https://onlinecourses.swayam2.ac.in/cec24_cs10/preview)

## CO -PO Mapping Matrix

Semester-2	Course Name: Fundamentals of Information Technology & Computing Skills				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	-	-	1	-	-
CO2	1	2	2	-	2
CO3	2	3	2	-	1

- Legend: ‘3’ for high, ‘2’ for medium, ‘1’ for low and ‘-’ for no correlation of each CO with PO.  
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# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code: BB02001061

Course / Subject Name : Design Thinking and Innovation

w. e. f. Academic Year:	2024-25
Semester:	2
Category of the Course:	Ability Enhancement Courses

## Prerequisite: UG Course

<b>Rationale:</b>	<p>Studying a Design Thinking course within a Bachelor of Business Administration (BBA) program equips students with a creative, problem-solving mindset that is crucial for modern business environments. Design Thinking emphasizes empathy, innovation, and a user-centric approach, enabling future business leaders to identify and solve complex problems in innovative ways. It encourages collaboration, rapid prototyping, and iterative learning, which are vital for developing solutions that align with customer needs.</p> <p>For BBA students, understanding Design Thinking fosters strategic thinking and adaptability, allowing them to approach business challenges from a fresh perspective. In a world where businesses must constantly innovate to stay competitive, this mindset helps students become more effective leaders, entrepreneurs, and managers. The course bridges the gap between theoretical business knowledge and practical application, making students better equipped to design customer-oriented products, services, and experiences that drive growth and sustainability in the business world.</p>
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## Course Outcome: After Completion of the Course, Student will able to:

Sr. No.	Course Outcomes	RBT
CO1	Understand the fundamental concept of innovation and design thinking	U
CO2	Understand and learn the concept of design thinking for product and service development	U
CO3	Apply ideas and innovations in strategic business model canvass.	A

*\*Revised Bloom's Taxonomy (RBT)*

## Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		Theory		Practical		
				ESE (E)	PA(M)	ESE (V)	PA (I)	



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code: BB02001061

Course / Subject Name : Design Thinking and Innovation

2	0	0	2	50	30	0	20	100
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## Course Content:

Unit No.	Content	No. of Hours	Weightage (%)
1	<b>Design Thinking Background:</b> Definition of Design Thinking, Business uses of Design Thinking, Variety within the Design Thinking Discipline  <b>Design Thinking Approach:</b> Empathy, Ethnography, Divergent Thinking, Convergent Thinking, Visual Thinking, Assumption Testing, Prototyping, Time for Learning and Validation	10	40
2	<b>Design Thinking Processes:</b> Numerous Approaches, Double Diamond Process, Five Stages Process, Designing for Growth Process, Role of Project Management  <b>Design Thinking Tools and Methods</b> Different Stages - Empathize Stage, Define Stage, Ideate Stage, Prototype Stage, Test Stages, AEIOU Framework  <b>Basics of Value Propositions:</b> Definition and concept <b>The Canvas:</b> The Customer Profile, Value Map and Fit, Shared model in team-based design – Theory and practice in Design thinking, MVP or Prototyping	15	60
3	<b>Practical:</b> The faculty member must discuss various examples and case studies of different products from different industries to make understand Design Thinking process. All students should choose the product or service of their choice and apply design thinking process/methods for innovation in future. The activity may be conducted in a group of 2-3 students.	05	NIL



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Course / Subject Name : Design Thinking and Innovation

	<b>Total</b>	<b>30</b>	<b>100</b>
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## Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
0	80	20	0	0	0

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

## Suggested Learning Resources:

### Books:

Sr. No.	Title of Book	Author	Publication with place, year and ISBN
1	Designing for growth: A design thinking tool kit for managers",	Jeanne Liedtka and Tim Ogilvie	Columbia University Press
2	Design Thinking	Andrew Pressman	Routledge
3	Value Proposition Design: How to Create Products and Services Customers Want	Alexander Osterwalder; Gregory Bernarda; Yves Pigneur; Alan Smith; Trish Papadacos	John Wiley & Sons, 2014
4	Engineering Design	John.R.Karsnitz, Stephen O'Brien and John P. Hutchinson	Cengagelearning (International edition) Second Edition, 2013
5	The Design of Business: Why Design Thinking is the Next Competitive Advantage	Roger Martin	Harvard Business Press , 2009
6	Design Thinking: Understand – Improve– Apply	Hasso Plattner, Christoph Meinel and Larry Leifer (eds)	Springer, 2011

## References:

1. Yousef Haik and Tamer M.Shahin, "Engineering Design Process", CengageLearning,





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Course / Subject Code: BB02001061

Course / Subject Name : Design Thinking and Innovation

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- Second Edition, 2011.
2. Book - Solving Problems with Design Thinking - Ten Stories of What Works (Columbia Business School Publishing) Hardcover – 20 Sep 2013 by Jeanne Liedtka (Author), Andrew King (Author)
  3. [www.tutor2u.net/business/presentations/.productlifecycle/default.html](http://www.tutor2u.net/business/presentations/.productlifecycle/default.html)
  4. [https://docs.oracle.com/cd/E11108\\_02/otn/pdf/.E11087\\_01.pdf](https://docs.oracle.com/cd/E11108_02/otn/pdf/.E11087_01.pdf)
  5. [www.bizfilings.com](http://www.bizfilings.com) > Home > Marketing > Product Development
  6. <https://www.mindtools.com/brainstm.html>
  7. <https://www.quicksprout.com/.how-to-reverse-engineer-your-competit>
  8. [www.vertabelo.com/blog/documentation/reverse-engineering](http://www.vertabelo.com/blog/documentation/reverse-engineering)  
<https://support.microsoft.com/en-us/kb/273814>
  9. <https://support.google.com/docs/answer/179740?hl=en>
  10. <https://www.youtube.com/watch?v=2mjSDIBaUIM>  
[thevirtualinstructor.com/foreshortening.html](http://thevirtualinstructor.com/foreshortening.html)
  11. <https://dschool.stanford.edu/.../designresources/.../ModeGuideBOOTCAMP2010L.pdf>  
<https://dschool.stanford.edu/use-our-methods/>
  12. <https://www.interaction-design.org/literature/article/5-stages-in-the-design-thinking-process>
  13. <http://www.creativityatwork.com/design-thinking-strategy-for-innovation/> 49
  14. <https://www.nngroup.com/articles/design-thinking/>
  15. <https://designthinkingforeducators.com/design-thinking/>  
[www.designthinkingformobility.org/wp-content/.../10/NapkinPitch\\_Worksheet.pdf](http://www.designthinkingformobility.org/wp-content/.../10/NapkinPitch_Worksheet.pdf)

## Suggested Student Activities for PA:

1. Activity Based Learning (Suggested Activities in Class)/ Practical Based learning  
<http://dschool.stanford.edu/dgift/> (refer)
2. Online course : [https://onlinecourses.nptel.ac.in/noc19\\_mg60/preview](https://onlinecourses.nptel.ac.in/noc19_mg60/preview)

## Students Activities (20 Marks)

The faculty member must discuss various examples and case studies of different products from different industries to make understand Design Thinking process. All students should choose the product or service of their choice and apply design thinking process/methods for innovation in future. The activity may be conducted in a group of 2-3 students.

1. Show Video/animation films to explain concepts and students must relate it with design thinking





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Level: UG

Course / Subject Code: BB02001061

Course / Subject Name : Design Thinking and Innovation

- concept and prepare a report.
2. Identify business problem needs and make collaborative (Group Learning) Learning efforts and create ideation and brainstorming session and students need to present the same.
  3. Generate three HOTS (Higher-order Thinking) questions in the class, which promotes critical thinking
  4. Adopt Problem Based Learning (PBL), which fosters students' Analytical skills, develops thinking skills such as the ability to evaluate, generalize, and analyze information rather than simply recall it.

## CO- PO Mapping:

Semester 2	Design Thinking and Innovation				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	2	-	-	1
CO2	1	2	2	-	-
CO3	-	-	2	2	-

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

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